

<i>SERFF Tracking Number:</i>	<i>MUTM-127855046</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50391</i>
<i>Company Tracking Number:</i>	<i>VERONICA BOOTH</i>		
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>SPDA with Long-Term Care Advertising - LC6821_1111</i>		
<i>Project Name/Number:</i>	<i>SPDA with Long-Term Care Advertising / LC6821_1111</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: SPDA with Long-Term Care SERFF Tr Num: MUTM-127855046 State: Arkansas

Advertising - LC6821_1111

TOI: LTC06 Long Term Care - Other

SERFF Status: Closed-Filed

State Tr Num: 50391

Sub-TOI: LTC06.000 Long Term Care - Other

Co Tr Num: VERONICA BOOTH

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Donna Lambert

Author: Veronica Booth

Disposition Date: 12/05/2011

Date Submitted: 12/02/2011

Disposition Status: Filed

Implementation Date Requested:

Implementation Date: 01/05/2012

State Filing Description:

General Information

Project Name: SPDA with Long-Term Care Advertising

Project Number: LC6821_1111

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Filing Status Changed: 12/05/2011

State Status Changed: 12/05/2011

Created By: Veronica Booth

Corresponding Filing Tracking Number:

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

SPDA with Long-Term Care Advertising

LC6821_1111

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type:

Overall Rate Impact:

Deemer Date:

Submitted By: Veronica Booth

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

The product advertised is a single premium deferred annuity with a long-term care insurance rider.

SERFF Tracking Number: MUTM-127855046 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 50391
Company Tracking Number: VERONICA BOOTH
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: SPDA with Long-Term Care Advertising - LC6821_1111
Project Name/Number: SPDA with Long-Term Care Advertising / LC6821_1111

Thank you for the review of the filing.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

vb

Company and Contact

Filing Contact Information

Carly Cole - Admin, carly.cole@mutualofomaha.com
Mutual of Omaha 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6910 ext. [Phone] FEIN Number: 47-0322111

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	12/02/2011	54224779

SERFF Tracking Number: *MUTM-127855046* *State:* *Arkansas*
Filing Company: *United of Omaha Life Insurance Company* *State Tracking Number:* *50391*
Company Tracking Number: *VERONICA BOOTH*
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *SPDA with Long-Term Care Advertising - LC6821_1111*
Project Name/Number: *SPDA with Long-Term Care Advertising / LC6821_1111*

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	12/05/2011	12/05/2011

SERFF Tracking Number: *MUTM-127855046* *State:* *Arkansas*
Filing Company: *United of Omaha Life Insurance Company* *State Tracking Number:* *50391*
Company Tracking Number: *VERONICA BOOTH*
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *SPDA with Long-Term Care Advertising - LC6821_1111*
Project Name/Number: *SPDA with Long-Term Care Advertising / LC6821_1111*

Disposition

Disposition Date: 12/05/2011

Implementation Date: 01/05/2012

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>MUTM-127855046</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50391</i>
<i>Company Tracking Number:</i>	<i>VERONICA BOOTH</i>		
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>SPDA with Long-Term Care Advertising - LC6821_1111</i>		
<i>Project Name/Number:</i>	<i>SPDA with Long-Term Care Advertising / LC6821_1111</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Memorandum of Variable Material	Filed	Yes
Form	Sales Sheet	Filed	Yes

SERFF Tracking Number: MUTM-127855046 State: Arkansas

Filing Company: United of Omaha Life Insurance Company State Tracking Number: 50391

Company Tracking Number: VERONICA BOOTH

TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other

Product Name: SPDA with Long-Term Care Advertising - LC6821_1111

Project Name/Number: SPDA with Long-Term Care Advertising / LC6821_1111

Form Schedule

Lead Form Number: LC6821_1111

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 12/05/2011	11	LC6821_11	Advertising Sales Sheet	Initial		0.000	LC6821_1111.pdf



Living Care[®] Annuity

REPOSITIONING A PORTION OF RETIREMENT ASSETS

EXAMPLE

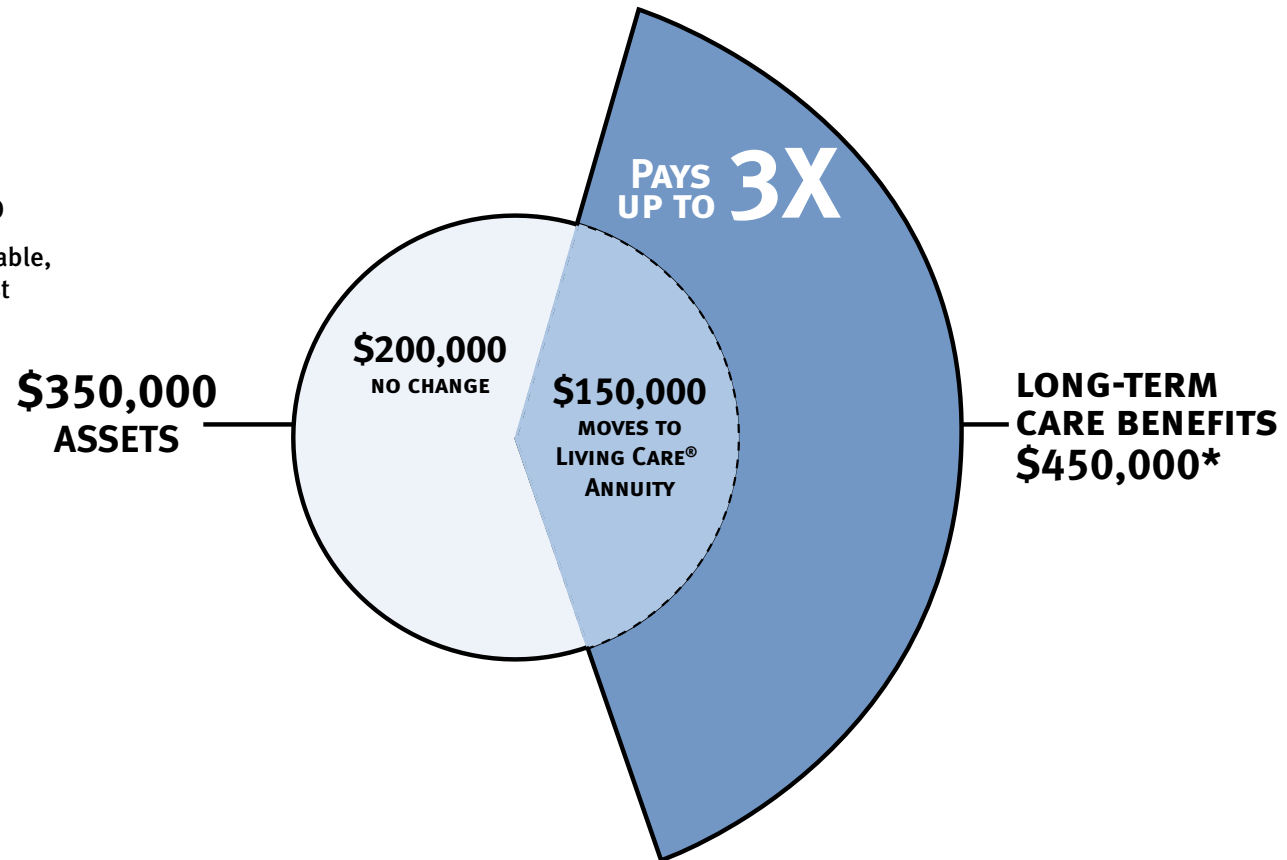
Total assets: \$350,000

Retain: \$200,000

Reposition to Living Care[®] Annuity: \$150,000

Years 1 & 2: No long-term care benefits available, annuity value grows with interest

Year 3: Up to 3X the annuity value, at time of first LTC claim, available for LTC benefits



* Represents 3X the annuity value of \$150,000, at time of first LTC claim.

However, initial premium of \$150,000 will grow with interest over two years, assuming no withdrawals.

Therefore, the long-term care benefits will be greater than \$450,000 at the beginning of the third plan year when long-term care benefits become available.

This is a solicitation of insurance. An insurance agent may contact you. Annuities are underwritten by **United of Omaha Life Insurance Company**, Mutual of Omaha Plaza, Omaha, NE 68175. [1-800-775-6000]

Not available in all states. Coverage may vary by state. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company. Contract forms B420LNA07P, B439LNA07R, B422LNA07R, B440LNA07R or state equivalent (in ID, B567LID07P, B539LID07R, B422LNA07R, B440LNA07R; in NC, C084LNC08P, B548LNC07R, B996LNC07R, C520LNC08R; in OK, B564LOK07P, B532LOK07R, B422LNA07R, B440LNA07R).

<i>SERFF Tracking Number:</i>	<i>MUTM-127855046</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>50391</i>
<i>Company Tracking Number:</i>	<i>VERONICA BOOTH</i>		
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>SPDA with Long-Term Care Advertising - LC6821_1111</i>		
<i>Project Name/Number:</i>	<i>SPDA with Long-Term Care Advertising / LC6821_1111</i>		

Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	Memorandum of Variable Material	Filed	12/05/2011
Comments:			
Attachment:			
VM-LC6821_1111.pdf			

VARIABLE MATERIAL FOR ADVERTISING FORM LC6821_1111

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section

**Bottom of page after address
[1-800-775-6000]**

Explanation

**The phone number is variable incase it
changes in the future.**